



Nomad Digital

“Nomad Digital set the 10% challenge for the Train Industry

Nomad Digital’s inaugural Customer Conference was held in June 2010 and attended by over 80 international delegates from across the world’s rail industry. The conference theme was the “Coming of Age” and highlighted how train broadband communications are now an integral part of rail operations delivering both an enhanced passenger experience and improved operational efficiency.

Nigel Wallbridge, Chairman of Nomad Digital, set the industry the challenge of carrying 10% more passengers using 10% fewer trains with a 10% reduction in energy consumption, through the introduction of IP based solutions. Nigel commented, “The drive for efficiency savings is greater than ever in this economic climate. Traditional approaches have delivered benefits but innovation is central to delivering both further efficiency and increased passenger numbers. Our customers presenting today have taken on the challenge and can already demonstrate real progress, and we would encourage others to embrace this major opportunity.”

Delegates heard from, among others, Virgin Trains, NS (Nederlandse Spoorwegen), NSB (Norges Statsbaner), Amtrak and Heathrow Express. The customer presentations highlighted the diversity of solutions offered by train-to-shore broadband communications, ranging from WiFi and entertainment in trains, to sophisticated condition monitoring and energy management systems. Jeremy Lovell from Bombardier commented “I enjoyed the conference and picked up many useful points through the day. There was a good mix of speakers and subjects that made the event at once informative and entertaining.”

In response to the 10% challenge, Nomad’s customers focussed on the need to drive forward IP standardisation within the industry to create a common platform for solution innovation.

Peter Hausken of NSB commented, “Different on board systems need to exist using the same communication infrastructure, and standards should be leveraged in a coherent way. Preferably it should be the same schemas used for all train operators. There is also a need for common formats for the transfer of diagnostics, traffic information and passenger numbers. This is a big challenge for the industry, but forums such as the Nomad Conference help to push this discussion to the fore.”

Commenting on the conference, Peter Neuchter of HuberSuhner said "It was instructive to see that many operators initially struggle for a clear business model. However, the emergence of simple and easy to implement solutions - unthought of before - to the benefit of operators and passengers, was enlightening."

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Notes to Editors

About Nomad Digital

Nomad is a rapidly-growing privately owned company which focuses on the provision of broadband communications solutions to the transportation sector. Formed in 2002, the company is now the largest global provider of on-board IP connectivity to the rail industry, with its networks and solutions deployed in Europe, North America, the Middle East and Asia on over 1500 vehicles. Nomad's notable achievements include being the first company to deploy an aggregated cellular solution, using fixed and mobile backhaul technologies and the first to stream high quality live video to and from moving trains. (www.nomadrail.com)